

# The Restaurant Business



- Vital part of everyday life
- As a society we spend about 50% of our food dollars away from home
- The word *restaurant* comes from the French word meaning restore
- Multi-billion dollar business employing 12.5 million people



# Food Trends & Practices



- Chefs will need:
  - A strong culinary foundation.
  - Multicultural cooking skills and strong employability traits.
  - Additional management skills.

# Menu Planning



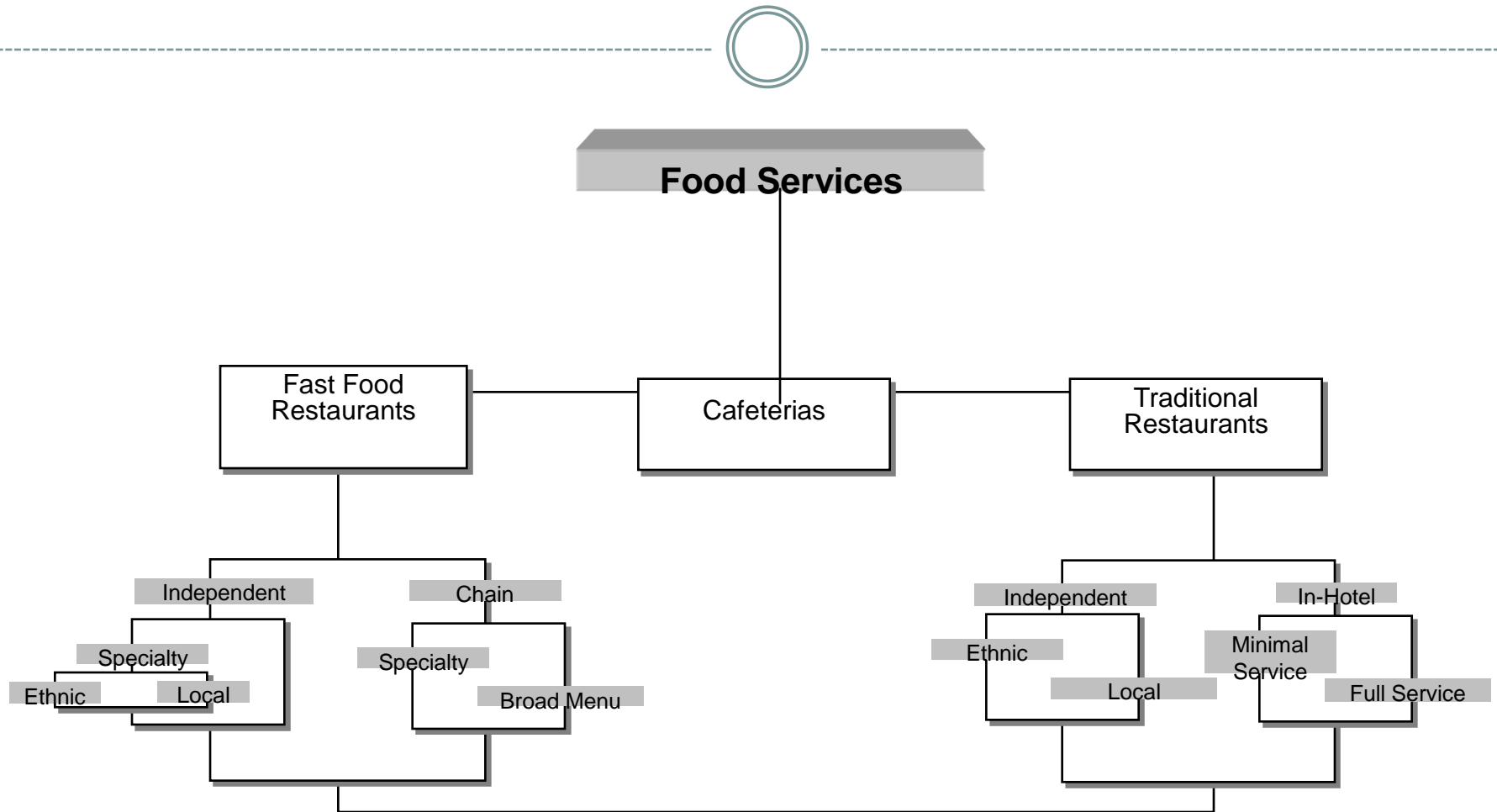
- There are six main types of menus:
  - *A la carte menus*—items are individually priced
  - *Table d'hôte menus*—a selection of one or more items for each course at a fixed price
  - *Du jour menus*—lists the items “of the day”
  - *Tourist menus*—used to attract tourists’ attention
  - *California menus*—are so named because in some California restaurants, guests may order any item on the menu at any time of the day
  - *Cyclical menus*—repeat themselves

# Menu Planning



- The many considerations in menu planning include:
  - Needs and desires of guests
  - Capabilities of cooks
  - Equipment capacity and layout
  - Consistency and availability of menu ingredients
  - Price and pricing strategy (cost and profitability)
  - Nutritional value
  - Accuracy in menu
  - Menu design

# Food Services Structure



# Independent Restaurants



- These include coffee shops, fast food outlets, dining rooms, carry-out operations
- Level of service is dependent on type of facility and may range from full service to limited service
- Menus also range from elaborate to simple

# Chain Restaurants

- A group of restaurants identical in market, concept, design, service, food, and name
- The same menu, food quality, level of service, and atmosphere can be found in any one of the restaurants—regardless of location



Hard Rock Café offers first-rate, moderately priced casual American fare with, of course, a side of rock and roll

# Fine Dining



- May be formal or casual and may be further categorized by price, decor/atmosphere, level of formality, and menu
- Many serve haute cuisine—a French term meaning “elegant dining,” or literally “high food”
- Most are independently owned and operated by an entrepreneur or a partnership
- The level of service is generally high



# Theme Restaurants



- Of the many popular theme restaurants, 2 stand out:
  - First, the nostalgia of the 1950s—as done in the T-Bird and Corvette diners
  - Second, the dinner house category—among some of the better-known national and regional chains are TGI Friday's, Houlihan's, and Bennigan's
    - ✦ Casual, American bistro-type restaurants that combine a lively atmosphere created in part by assorted bric-a-brac to decorate the various ledges and walls

# Celebrity Restaurants



- Growing in popularity
- Wolfgang Puck, Naomi Campbell, Michael Jordan, etc.
- Celebrity restaurants generally have an extra zing to them—a winning combination of design, atmosphere, food, and perhaps the thrill of an occasional visit by the owner(s)

# Casual Dining



- Relaxed—includes restaurants from several classifications:
  - Mid-scale casual restaurants: Romano's Macaroni Grill, The Olive Garden
  - Family restaurants: Cracker Barrel, Coco's, Carrow's
  - Ethnic restaurants: Flavor Thai, Cantina Latina, Panda Express
- Over the past few years, the trend in dinner-house restaurants has been toward more casual dining

# Quick-Service/Fast-Food Restaurants

- Included in this category: Hamburger, pizza, chicken, pancakes, sandwich shops, and delivery services
- Increasing in popularity because of their location strategies